



RETROSPEKT!  
by BINAR  
COMMUNITY

Hack of Thrones  
tokopedia



Samudra  
Seizing Untapped Opportunities  
By **Out of The Box**

## Problem Statement




## Meet Hypem.id

It is an e-commerce that sell fashion products mainly shoes.

But, it **doesn't sell on conventional online marketplace.** They use **instagram** mainly to sell their product.





Ever since Indonesians knew that they can sell items online, they've been using almost **every existing channel** to sell things. Including **social media**.

**Aulia Masna**  
Editor At Apple

# Why is this a problem?



## Unsafe Transaction

There is no 3rd party that can ensure that the seller is actually sending the items. So the transaction is based on trust.



## Bad Transaction Tracking and Warehouse Management

Most of the transaction is manually written in a paper



## Inconvenient Chatting System

Current chatting system does not support a good environment for a seller to serve the buyer



Trigger buyer suspicion whether the store is legit or not



Unserved transaction and bad environment to look up for the data

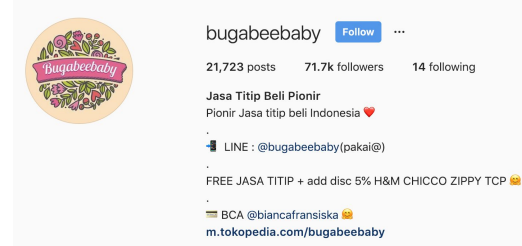
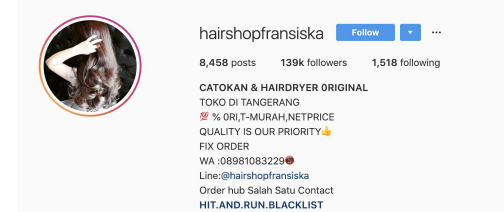
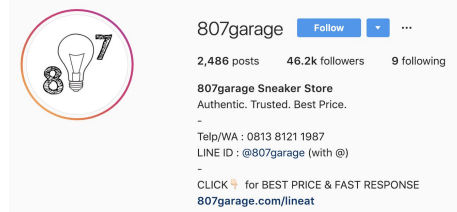
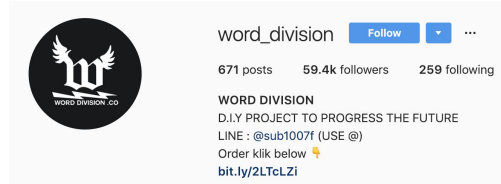


Late to serve customer increasing number of abandoned transaction

Problem  
Statement



# Problem Statement



Currently  
there is  
almost  
**539.000**  
shops in  
Instagram  
only



# GAP Analysis

## Current Condition

Untrusted online  
seller with limited  
payment option and  
late chat reply

Bad transaction and  
warehousing  
management with  
inconvenient chatting  
environment

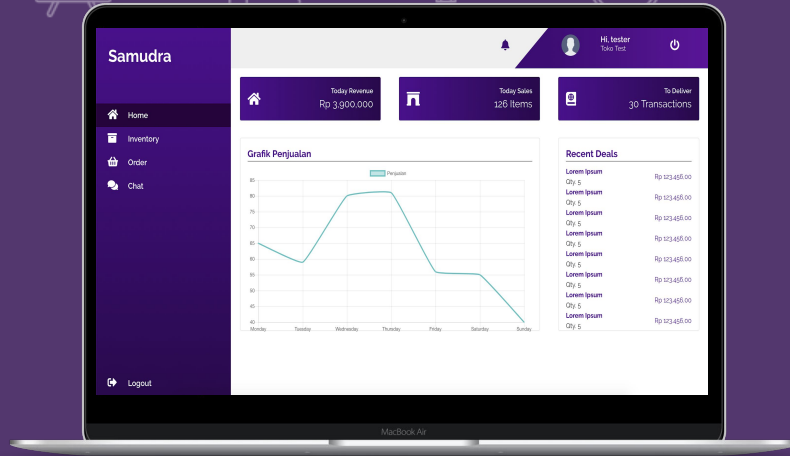


## Expected Condition

A more trusted  
transaction system,  
more payment options  
with better service

Better transaction and  
warehousing  
management, with  
chatting environment  
that enable faster chat  
response





# Samudra

A Platform that is integrated with social media to enable better transaction environment for social media based e-commerce sellers and buyers.

# Main Features



## Escrow Payment

Samudra act as 3rd party that will only deliver the money if the buyer has already accept the desired product



## Inventory Management

Enabling seller to maintain number of all listed product, knowing when to reorder or produce certain product



## Multiple Payment Options

Give a various way of payment that accept bank transfer, credit card, until e-money (ovo, go-pay)



## Omnichannel

Enable interaction through multiple channel ex: Whatsapp, Line@, Facebook, Instagram, etc



## Transaction Management

Enabling seller to keep track of all incoming transaction and maintain the transaction status



## Chatbot

Empowering NLP to enable 24/7 service that answers buyer's question and create order



## Automated Social Media Posting

Automatically post product to social media whenever seller add new product or by the scheduled time determine by seller



Core Feature



Added Value



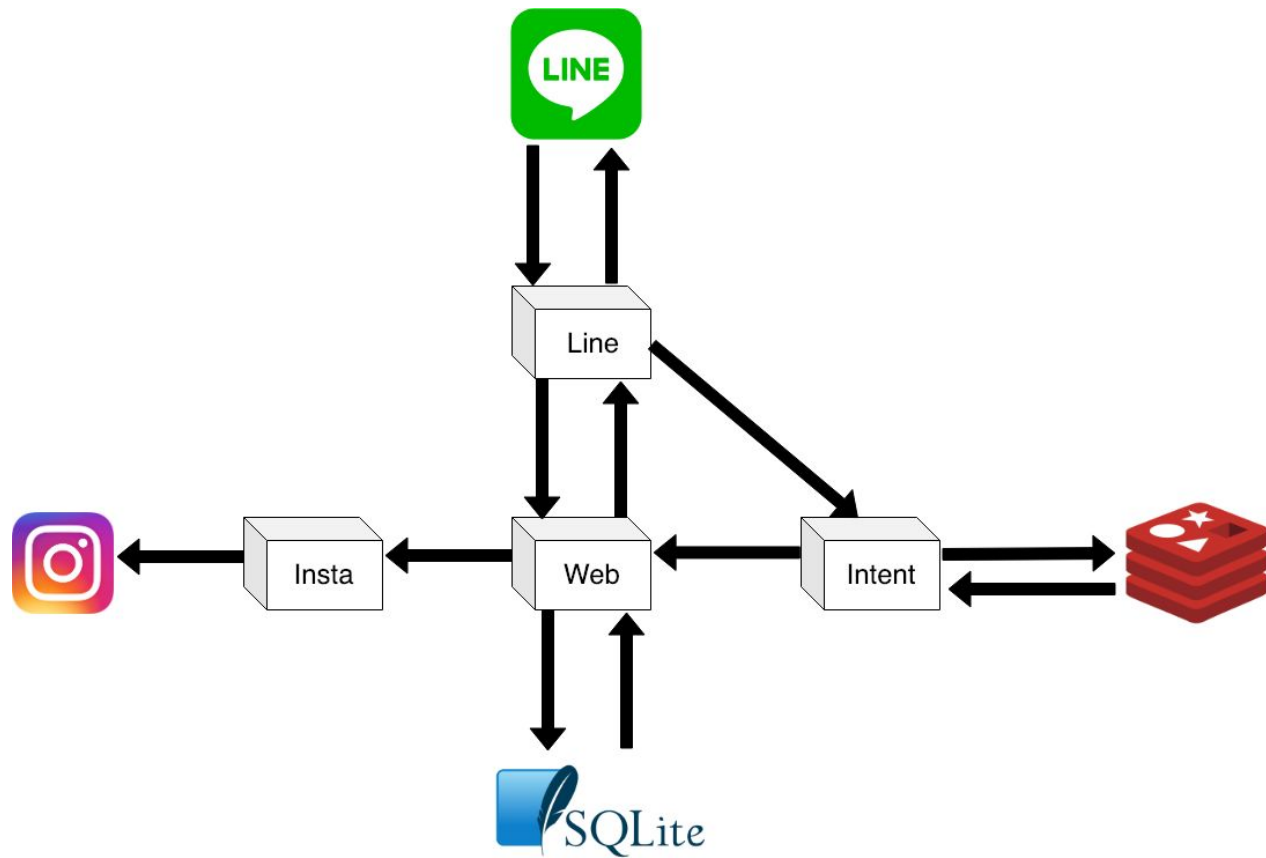


## Main Features

Problem	Feature
Unsafe transaction Process	Escrow system
Bad transaction tracking	Transaction management system
Bad inventory management	Inventory management system
Inconvenient chatting system	Chatbot to provide 24/7 fast response
Limited payment options	Multiple payment options



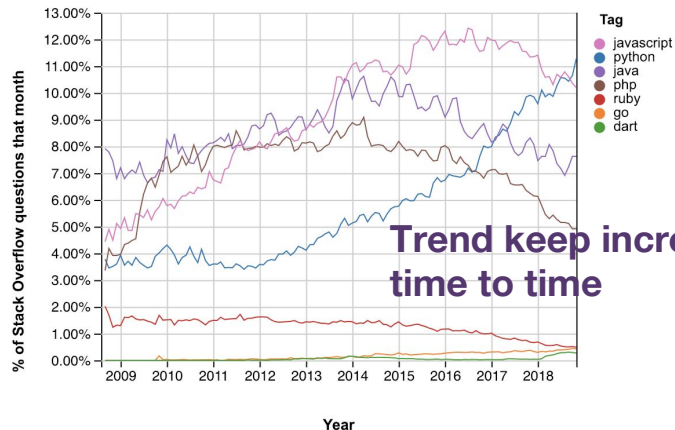
# System Design



# Language



- Easy to learn
- Currently a trending programming language



# Framework



## Why Flask?

A microframework that the “**size**” could be **adjusted based** on system needs. **Suitable for microservice** based architecture

Backend  
Stack

code style black

The uncompromising Python code formatter

## Customization

### Routing Configuration

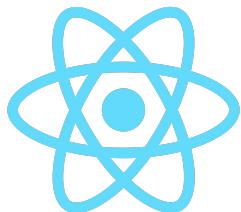
Leave decorator based routing and create an express-like routing configuration that **enable method chaining and increase project extensibility**

### Higher Code Abstraction

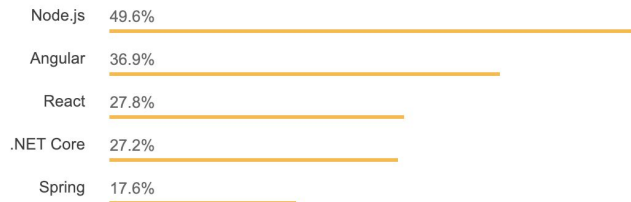
Enable higher level of code abstraction so **simple CRUD API can be done using only 1 line of code**



# Library



## ReactJS



Currently **3rd most popular**  
library/framework

## Dumb vs Smart Components

### Dumb Components

Care about how things  
look  
Most data come from  
props (not state)

### Smart Components

Care about how things  
works  
Provide data to dumb  
components



**Better separation of  
concerns**



**Better component  
reusability**



**Better layout separation**





### CRM

Analyze buyer behavior to predict buying behavior and product preference to maintain buyer retention



### Resolution Center

A place where buyer and seller can discuss about certain issue where samudra works as mediator



### Social Media Marketing

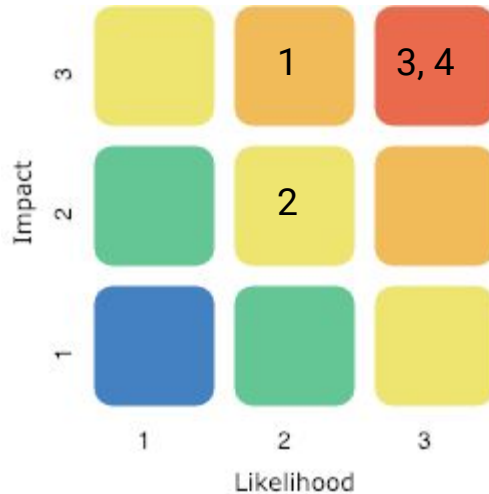
Handle social media marketing needs such as, hashtag optimization, automatic account management, etc

Or feature  
for **pro**  
**users** (?)

What's  
Next?



# Risk Analysis



No.	Risk	Respond	Strategy
1.	NLP service fail to understand what buyer means	Mitigate	Manual reply for low confidence level
2.	Buyer doesn't satisfied with the delivered product	Transfer	Resolution center
3.	Technical Failure (Server down, Force Majeure)	Avoid	Multiple CDN
4.	Seller doesn't interested with Samudra	Avoid	Features that give added value





***“Samudra** is solving local issues  
and also benefiting both buyer and seller  
by creating a better transaction  
environment in social media based  
e-commerce in Indonesia”*

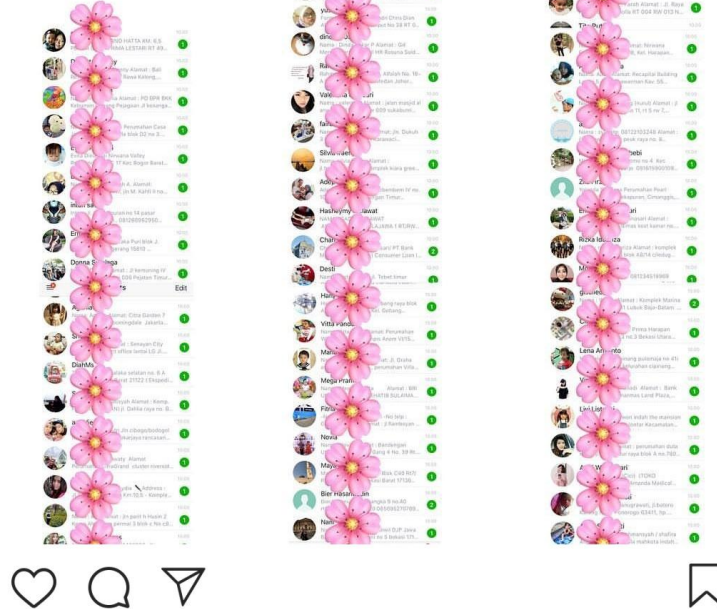


# Appendices



# Problem

Ini chat di jam  
10:00 , salutttt bisa  
serentak semuaaa  
secepat itu 🙌❤️👉



130 likes

bugabeebaby Terharuuuuu 🙏🙏🙏🙏 pada siap2 banget  
Mommynyaaaaa ❤️❤️❤️❤️ jangan chat ulang yah 🙏🙏🙏🙏  
pasti Mom Bien bales adil dari terbawah 🙏 dimulai yah 🙏

Inconvenient  
chatting  
environment



# Problem

NO	NAMA	PROJEKSI	TOTAL
001	Adi	motif 1	100.000
002	Budi	motif 2	100.000
003	Cici	motif 3	100.000
004	Dani	motif 4	100.000
005	Evi	motif 5	100.000
006	Fani	motif 6	100.000
007	Gina	motif 7	100.000
008	Hani	motif 8	100.000
009	Iani	motif 9	100.000
010	Jani	motif 10	100.000
011	Kani	motif 11	100.000
012	Lani	motif 12	100.000
013	Mani	motif 13	100.000
014	Nani	motif 14	100.000
015	Oani	motif 15	100.000
016	Pani	motif 16	100.000
017	Qani	motif 17	100.000
018	Rani	motif 18	100.000
019	Sani	motif 19	100.000
020	Tani	motif 20	100.000
021	Uani	motif 21	100.000
022	Vani	motif 22	100.000
023	Wani	motif 23	100.000
024	Xani	motif 24	100.000
025	Yani	motif 25	100.000
026	Zani	motif 26	100.000
027	Aani	motif 27	100.000
028	Bani	motif 28	100.000
029	Cani	motif 29	100.000
030	Dani	motif 30	100.000
031	Eani	motif 31	100.000
032	Fani	motif 32	100.000
033	Gani	motif 33	100.000
034	Hani	motif 34	100.000
035	Iani	motif 35	100.000
036	Jani	motif 36	100.000
037	Kani	motif 37	100.000
038	Lani	motif 38	100.000
039	Mani	motif 39	100.000
040	Nani	motif 40	100.000
041	Oani	motif 41	100.000
042	Pani	motif 42	100.000
043	Qani	motif 43	100.000
044	Rani	motif 44	100.000
045	Sani	motif 45	100.000
046	Tani	motif 46	100.000
047	Uani	motif 47	100.000
048	Vani	motif 48	100.000
049	Wani	motif 49	100.000
050	Xani	motif 50	100.000
051	Yani	motif 51	100.000
052	Zani	motif 52	100.000
053	Aani	motif 53	100.000
054	Bani	motif 54	100.000
055	Cani	motif 55	100.000
056	Dani	motif 56	100.000
057	Eani	motif 57	100.000
058	Fani	motif 58	100.000
059	Gani	motif 59	100.000
060	Hani	motif 60	100.000
061	Iani	motif 61	100.000
062	Jani	motif 62	100.000
063	Kani	motif 63	100.000
064	Lani	motif 64	100.000
065	Mani	motif 65	100.000
066	Nani	motif 66	100.000
067	Oani	motif 67	100.000
068	Pani	motif 68	100.000
069	Qani	motif 69	100.000
070	Rani	motif 70	100.000

70 nama dan masih di chat jam 10:00 WIB 📱🙏



162 likes

bugabeebaby Info terkini biar Mommy ga galau nunggu balasan chat 🙏 Mom Bien masih bales chat di jam 10:00 WIB yah (dan belum selesai semua chat di jam 10:00 WIB 😊), pasti saya berusaha ADIL dari terbawah 🙏❤ Mommy tinggal duduk santaiii nunggu balasan chat aja yah 📱😊 Mom Bien yang kerjain semuaaaaaaaa sendiri karena anak anak

# Bad Transaction Management System



## Questionnaire

Please check on <http://bit.ly/KuesionerSamudra>

## Key Data

1. Buyers often doubt whether if the **seller is legit or not**
2. Sometime sellers are abandoned because **didn't response to chat fast enough**
3. Most sellers **aren't satisfied by current transaction and inventory management system**
4. **Direct selling** is the main reason why the seller doesn't move to marketplace



# Customer Journey

